



## Activision's PROTOTYPE™ Video Game Shape-Shifts to Retail

### --Radical Entertainment's Highly Anticipated, Open-World Action Title Now Available to Consume and Absorb Gamers --

SANTA MONICA, Calif., June 9, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that Radical Entertainment's highly anticipated video game PROTOTYPE has shipped to North American retail outlets, and additionally will be available at European retailers on Friday, June 12. With early critical acclaim, including a 9/10 review from PSW Magazine, the genetically mutated Alex Mercer is set to deliver a powerful, action-packed gaming experience as players begin to unravel his dark, conspiracy-ridden past and become the ultimate shape-shifting weapon!

You are the PROTOTYPE: Alex Mercer - a genetically mutated man without memory, armed with amazing shape-shifting abilities, hunting to discover what created you and determined to make those responsible pay. As Alex, gamers tear through a densely populated contemporary New York City moving with free-roaming Parkour-style fluidity, consuming anybody that gets in his way...assuming their physical form, memories and abilities. Fueled by a three-way war between Alex, the Blackwatch Military Special Forces and a viral outbreak known as the Infected, players venture into a deep, dark conspiracy 40 years in the making!

PROTOTYPE is available for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION3 computer entertainment system for a suggested retail price of \$59.99, and for Games for Windows(R) for \$49.99, and is rated "M" (Mature - Blood and Gore, Intense Violence and Strong Language - content that may be suitable for persons ages 17 and older) by the ESRB.

For access to the latest and greatest PROTOTYPE game information and assets, gamers can visit the official game Web site located at [www.prototypegame.com](http://www.prototypegame.com).

#### About Radical Entertainment

Radical is one of North America's largest game developers. With more than a decade of hit titles, including Simpsons Hit & Run, Hulk - Ultimate Destruction, Scarface: The World Is Yours and the soon to be released PROTOTYPE, the commitment to our partners and our players continues to set us apart. We treat a property with the reverence it deserves and gamers demand. In our 70,000-square-foot Vancouver facility, Radical brings the talent, tools and technology together to create entertainment that captures the world's imagination. Radical, now owned by Activision Publishing, Inc., is continually ranked as one of the best places to work in B.C., according to BC Business magazine and Watson Wyatt. In 2006, 2007 and 2008 MediaCorp Canada ranked Radical as Top 100 Canadian Employer, Top 10 Canadian Employer for Young People, and Top 20 B.C. Employer. For more information, please visit [www.radical.ca](http://www.radical.ca).

#### About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to help identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and

price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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